

The Importance of Social Indicators in Outreach Programs?

Robin Shepard, University of Wisconsin

Acknowledgements to:
Rebecca Power, CSREES Regional Water Quality Liaisons, Great Lakes Region; and
Ken Genskow, Assistant Professor Department of Urban and Regional Planning, UW Madison
Tom Davenport, US EPA Region 5

Desired Environmental Outcomes

- Reduced sediment
- Reduced nutrients
- Reduced peak flow
- Increased infiltration
- Control of Evasive Species
- Restored habitat/stream morphology



Attention to Social Indicators

- Federal rules designed to "make" us accountable
- Less funding, yet with an emphasis on competitive distribution
- Increased attention outcomes and benchmarks as performance standards



Types of Impacts

Administrative



Social



Environmental



Administrative

- Dollars invested
- Staff hours
- Numbers of NPM plans
- Workshops held
- Number of sub-projects
- Number of farmers
- Publications generated
- Grant dollars secured



Administrative

Strengths

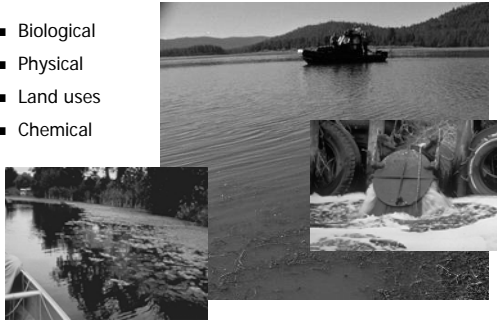
- Easy in the short-term
- Inexpensive
- Not time intensive
- Focus on programmatic goals

Weaknesses

- Often lack context of change in protection/restoration of the natural resource

Environmental

- Biological
- Physical
- Land uses
- Chemical



Environmental

Strengths

- The ultimate answers – what changed in the environment
- Data can be used to adapt approaches
- Assesses progress toward environmentally-related goals

Weaknesses

- The link of what we did “programmatically” and what happened environmentally.
- Requires special expertise
- Cost

Social

- Individual Change and Adoption
- Community
- Organizational
- Public participation
- Aggregation of Individual Change into an analysis of how the threat of degradation is influenced.

Social

Strengths

- Focuses on program or project impact with respect to the resource manager
- Augments the tracking of progress toward environmental goals
- Often precedes environmental change
- Maybe detected within the time frame or program

Weaknesses

- The linkage to specific environmental changes
- Requires special expertise
- Cost

Attention to Social Indicators

- ✓ Identifies audience - beyond superficial targeting
- ✓ Aids in message/curriculum selection
- ✓ Unifies effective communication methods
- ✓ Focuses staff expertise, time and integrates
- ✓ Builds staff capacity
- ✓ Prioritizes funding decisions (disproportionality)
- ✓ Establishes a baseline for true impact measurement

Challenge Yourself

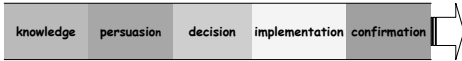
While there is no way of actually measuring the success of an information campaign, we believe it was successful.

***A 319 Project Report
(posthumously without permission!)***

Social Indicators

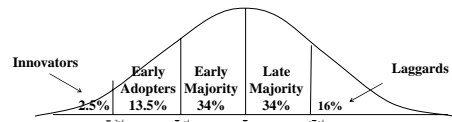
What do They Tell us?

The Resource Manager and The Innovation-Decision Process



Rogers, Everett M. 1995. Diffusion of Innovations

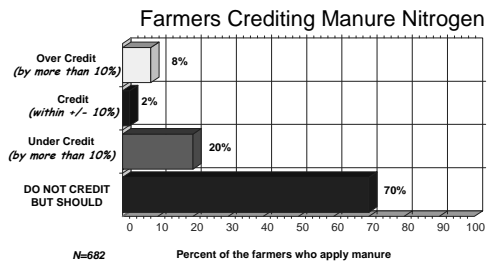
Innovativeness and Adopter Categories



Rogers, Everett M. 1995. Diffusion of Innovations

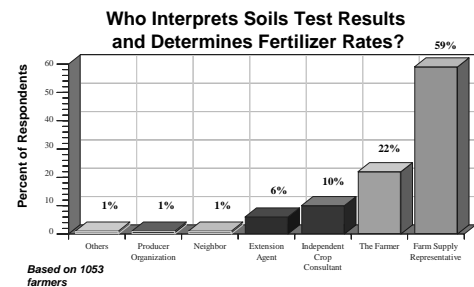
Social Indicators

What do They Tell us?



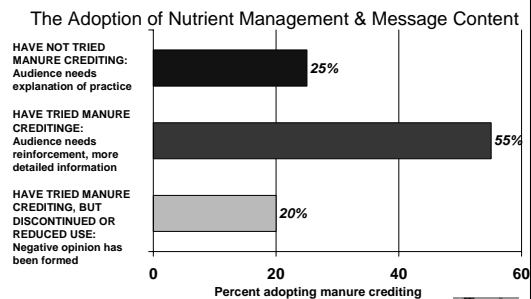
Social Indicators

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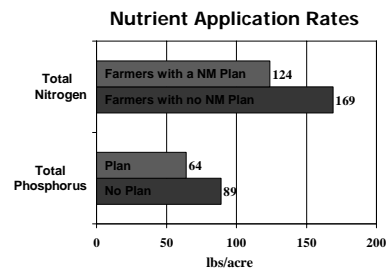
Social Indicators

What do They Tell us?



Social Indicators

What do They Tell us?



Social Indicators

What do They Tell us?

Nutrient Management Workshops (One Year Later)

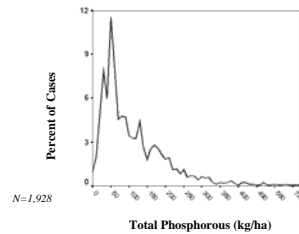
- 79% decreased total nitrogen applications
- 75% decreased total phosphorous applications
- 86% of farmers reported following their NMPs on 76% more of their acres
- 42% were following their NMPs on 100% of their acres



Social Indicators

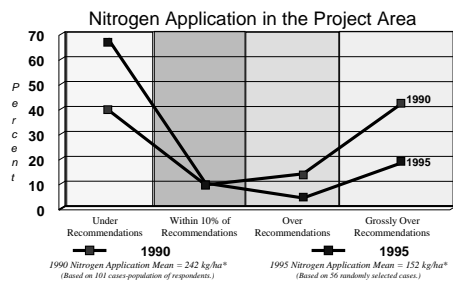
What do They Tell us?

Total Phosphorous per Acre
Used in Wisconsin Corn Production

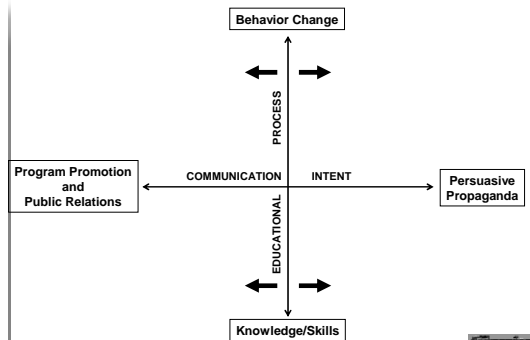


Social Indicators

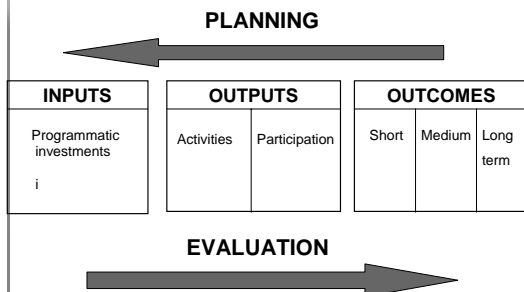
What do They Tell us?



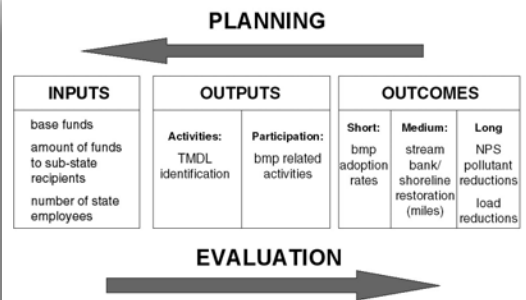
Program Emphasis



Logic Model



The Logic Model Built by USEPA Region 5 Staff



Challenge Yourself

Strive to be accurate and correct
this will gratify some people and
annoy the rest.

- Mark Twain

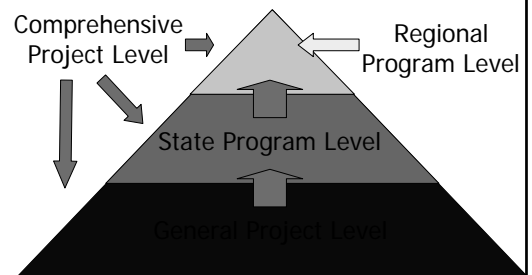
Challenging Measurement Issues

- Policy impacts
- Practice adoption
- Stakeholder participation
- Volunteer contributions
- Remediation versus Prevention

Why Social Indicators?

- Resource management involves a resource manager
- Progress toward environmental change
- Incorporates contextual information on the efficacy of NPS programs and projects
- More timely than environmental indicators
- Resource management involves a resource manager

Social Indicators Framework



When You Think Social Change Indicators – Ask Yourself, “So What?”

- Newsletters and carpet bomb public relations
- Citizen awareness of problems
- Attitudes and values in the target audience
- Who attends “events”
- Development of a watershed plan and/or what it includes
- Sign-ups, cost-share totals
- Agency perceptions, responsiveness, trust, your image
- Creation of TMDLs
- Did anyone do anything, and to what extent did they do it – behavior and resource manager change

